

Rainforest Alliance

Rainforest Alliance Wins *Travel + Leisure* Global Vision Award

The Rainforest Alliance received a 2009 *Travel + Leisure* Global Vision Award for upping the ante for sustainability standards in the tourism industry. Now in its fifth year, the prestigious awards recognize the most outstanding efforts of individuals and organizations working to preserve the world's natural and manmade treasures. The Rainforest Alliance was cited for the leadership role it has played in creating a global membership council set to launch early next year that promotes widespread understanding of sustainable tourism principles and will help travelers differentiate between the truly eco-friendly and the greenwashers.

The Tourism Sustainability Council (TSC) is a coalition of over 50 members that aims to improve tourism's potential to be a driver of positive conservation and economic development for communities and businesses around the world and a tool for poverty alleviation by enabling businesses to improve their practices, increasing the transparency of sustainable tourism certification programs, and building demand for green travel. The Overbrook Foundation is a supporter of the Rainforest Alliance's Sustainable Tourism Program, which aims to foster biodiversity conservation through the promotion and implementation of best management practices for sustainable tourism.